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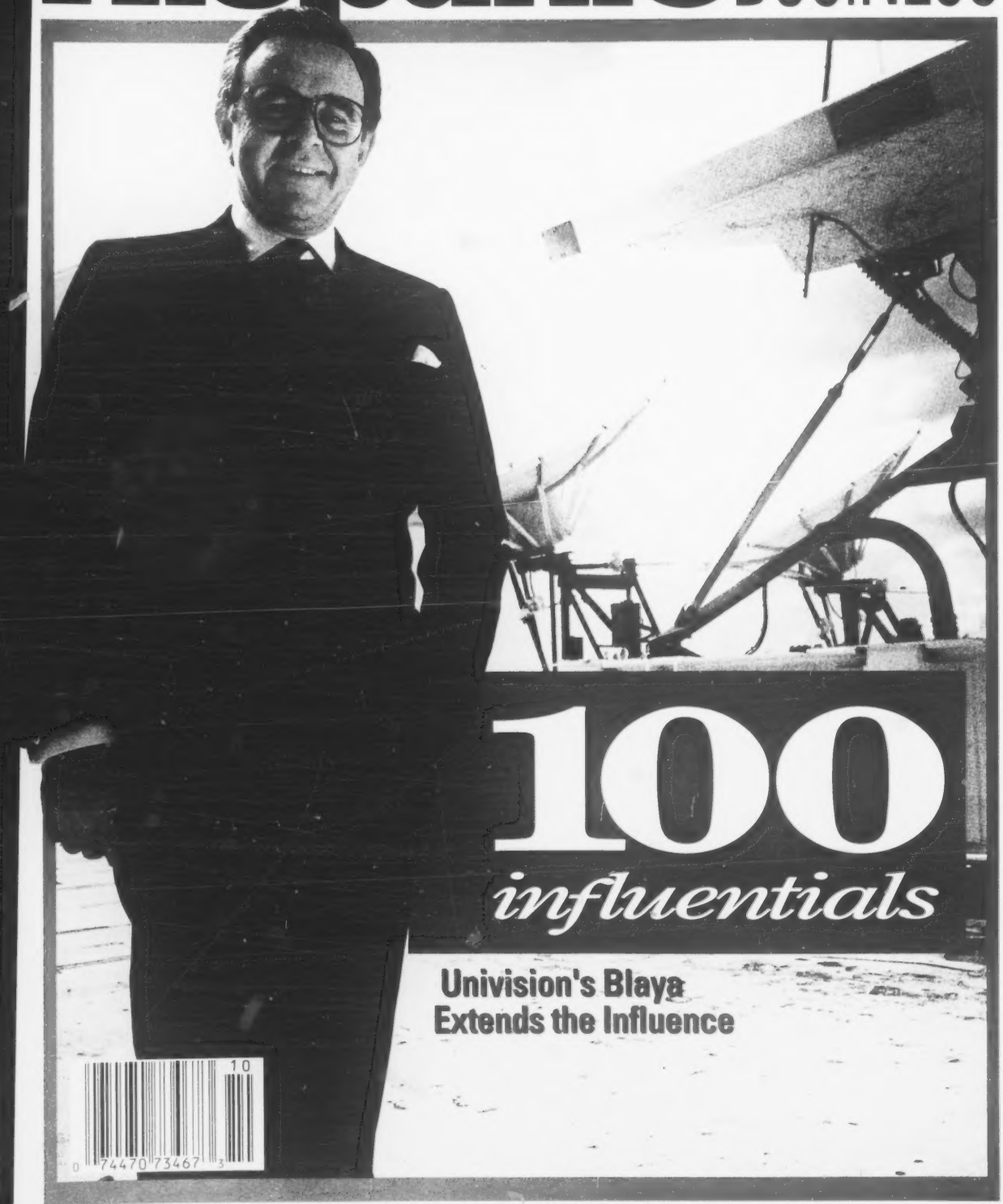

100 influentials

Univision's Blaya Extends the Influence

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Hispanic BUSINESS

October 1991 Volume 13, Number 10

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Joaquin Blaya, acting president of Univision Holdings. Photo by Leon Corry. Cover design by Buffalo Brothers Studios West.

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"The playing field is not only more level than it used to be, but also much bigger."

Our cover this month says it all. U.S. Hispanic influence is growing, not only domestically but on the international front.

Joaquin Blaya, one of the pioneers of U.S. Hispanic media, has been named to head the country's most potent media organization specializing in programming and reach to Hispanic media consumers. He is the new acting president of Univision Holdings, which includes America's premier Spanish-language television network and its largest Spanish-language magazine.

But the bigger story there is that Mr. Blaya is positioning his organization to make Univision as potent a network throughout Latin America as it is here.

In fact this is perhaps the most important story on the U.S. Hispanic beat for 1991: The expansion of opportunities for involvement in global events. U.S. Hispanics are beginning to flex their entrepreneurial muscles in the international marketplace.

The announcement of Univision's expansion into markets to the south comes just as HISPANIC BUSINESS celebrates its annual issue on influential Hispanics. Mr. Blaya, who is pictured on our cover with some of the satellite dishes that Univision uses to beam its programs upward and outward, is of course included in this estimable group.

Our cover story on the 100 Influentials for 1991 confirms a growing awareness among these men and women of their diverse community's burgeoning importance—and the importance of their views on public issues both domestic and international.

In addition to Mr. Blaya, many other Influentials are either expanding their businesses internationally or participating in foreign affairs. But their international interests are not always obvious. For example, Gabe Aguirre, the CEO of SaniServ Inc. in Indianapolis—a city not normally noted as an international gateway—says that more than half of his company's sales of ice cream and soda dispensing machines are to customers in other countries. Indeed, it seems that every time we call him he is working abroad, in places as widely dispersed as Japan and Nigeria.

Other Influentials who are more obviously concerned with the international sphere include Florida Congresswoman Ileana Ros-Lehtinen, a member of the House Foreign Affairs Committee. Then there is Andres Bande, the president of telecommunications company Ameritech International in Chicago. And Miguel R. San Juan, vice president of the world trade division of the Greater Houston Partnership. The list goes on and on.

The international theme pervades many other articles in this issue as well. In Miami, Dr. Modesto (Mitch) Maidique, president of Florida International University, draws on his own experience to prepare FIU students for effective business competition in the global marketplace. Dr. Maidique brings to his educational role a wealth of business knowledge gained during many years as an entrepreneur, corporate manager, and venture capitalist.

Doing business in Latin America does of course require Spanish-language skills. Even for those Hispanic businessmen and women who have a distinct advantage over other Americans because of their fluency in Spanish, computerized translations of documents could be a major time saver. While such software is clearly still evolving, three packages reviewed in this issue already take much of the drudgery out of the task.

I can't help but reflect that several of the Influentials have said they're concerned with ensuring that U.S. Hispanics have a level playing field. It seems to me that this playing field is not only more level than it used to be, but also much bigger.

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HISPANIC BUSINESS published monthly by Hispanic Business, Inc., 360 S. Hope Ave., Ste. 300C, Santa Barbara, CA 93105, telephone (805) 682-5843, fax (805) 687-4546. ISSN 01993-0349. One year subscription price $18. Single copies $2, except for June, $3.50. Foreign subscriptions: Mexico $27, worldwide $34, payable in advance. Second class postage paid at Santa Barbara, CA 93102, and additional mailing offices. POSTMASTER: Send changes of address to HISPANIC BUSINESS, P.O. Box 2114, Knoxville, IA 50198. **Subscription questions, call (800) 727-9703.** The entire contents of HISPANIC BUSINESS are copyright ©1991 by Hispanic Business, Inc. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage-and-retrieval system, without prior written permission of the publisher. Published in the USA. All rights reserved. Publisher does not assume responsibility for any unsolicited materials and will return only those accompanied by a stamped, self-addressed envelope.

100 influentials

What Hispanic Leaders Think About Quotas, Civil Rights, and the 1992 Elections.

Who is the most influential Hispanic in America today? The answer is obviously subjective. But who better to ask than the 100 Influentials polled by **Hispanic Business**?

Secretary of the Interior Manuel Lujan Jr. emerged as their pick for 1991. A full quarter of the Influentials' responses named Secretary Lujan, the only Hispanic currently holding a cabinet level position in the Bush Administration.

Manuel Lujan Jr.
Secretary of the Interior
Dept. of the Interior / Washington, DC

Commenting on the subject of success, Secretary Lujan has one word: "education." Because challenges are changing so fast, he says, the key to success is being able "to diversify, to make career changes and other adjustments to keep pace...With a good education, a person can maintain strong cultural roots while continually branching out to be successful in the world at large."

Emerging in second place for top honors was a newcomer who burst onto the national political scene just this year. Gloria Molina, the first Hispanic to serve on the powerful Los Angeles County Board of Supervisors since 1876, garnered 15 percent of the Influentials' votes.

And who are the 100 Influentials? They are picked annually by the **Hispanic Business** Editorial Board from a large crop of nominees submitted throughout the year by readers. Our only problem with this task is also a source of pride: too many names. We make a special effort to keep the listing fresh; to single out the nominees who, like Ms. Molina, have newly grasped the brass ring. For that reason some Hispanic "household names" inevitably will not appear on the list each year. No slight is intended. Rather, we want to give the "up and comers" more of a chance to take a bow.

Joaquin F. Blaya
Acting President
Univision Holdings Inc.
New York, NY

In fact no person, no matter how important, has been listed in each of our nine annual listings, and eight-time Influential Congressman Esteban Torres

Gloria Molina
Member
LA Board of Supervisors / Los Angeles, CA

Joseph A. Unanue
Chief Executive Officer
Goya Foods Inc.
Secaucus, NJ

Dan Morales
Attorney General
State of Texas
Austin, TX

of California, now deputy whip of the House, is an exception.

Other rising stars on the 1991 list besides Ms. Molina include Univision Holdings Inc.'s new Acting President Joaquin Blaya. Another is Dolores Atencio, just elected president of the Hispanic National Bar Association (HNBA). The HNBA's former president, Robert Ruiz, has moved on to become chair of the Illinois University System. Another attorney, Frank Quevedo, is the newly named chair of the Mexican American Legal Defense and Educational Fund.

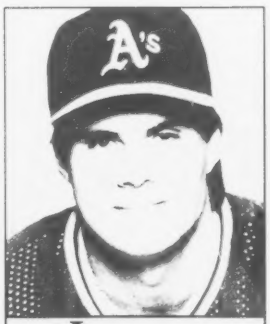
In Texas, Lena Guerrero was recently voted head of perhaps the country's most powerful commission. As chair of the Railroad Commission of Texas, she oversees regulation of two critical elements in the Lone Star State's economy—energy and transportation. Aeronautical engineer Ana Sol Gutierrez is the first Hispanic ever elected to a county board of education in the state of Maryland.

And in California, Victor Villasenor, who earlier wrote the

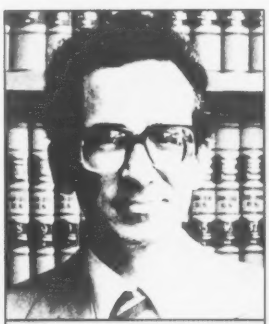
Lena Guerrero
Chair
Texas Railroad Commission
Austin, TX

Fernando Ferrer
President
Borough of the Bronx
New York, NY

Gabriel Aguirre
Chair, USHCC
President, SaniServ Inc.
Indianapolis, IN



Jose Canseco
Right Field
Oakland A's
Oakland, CA



Ferdinand Fernandez
Judge
U.S. Circuit Court
Los Angeles, CA

E. "Kika" de la Garza
Chair, Agriculture Comm.
Member of Congress (D-TX)
Washington, DC

100 influentials

WILL HISPANICS RECEIVE PROPORTIONATE REPRESENTATION IN THIS DECADE WITHOUT AFFIRMATIVE ACTION, GOALS, TIMETABLES?

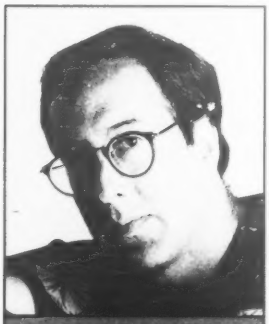
"Discrimination, bigotry, prejudice are not myths...[But] We have reached critical mass and will receive increasing representation with or without goals."

—ANA MARIA FERNANDEZ HAAR, IAC ADVERTISING

CATHI VILLALPANDO
U.S. Treasurer
Washington, DC

film "Ballad of Gregorio Cortez" has just published *Rain of Gold*, a critically acclaimed book describing the journey his parents made from revolutionary Mexico to a very different life in California. The Public Broadcasting System currently plans to base a TV miniseries on Mr. Villasenor's story.

Besides asking what the Influentials are doing, we asked them what they're thinking—about some very difficult issues. The questions focused heavily on issues affecting Hispanics nationwide, including affirmative action, civil rights, and national politics in general.



STEVEN E. DE SOUZA
Screenwriter
Hollywood, CA

Because not all of the 100 Influentials responded to each question, the results of the survey are reported as percentages of those who did respond. For example, Federal Circuit Court of Appeals Judge Ferdinand Fernandez in Los Angeles felt constrained not to express partisan views.

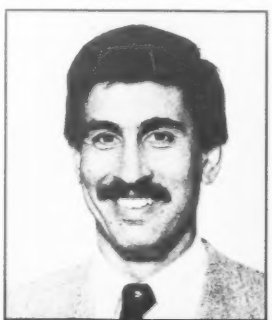
Some of the most intense heat is being generated by the debate over African American conservative Judge Clarence Thomas's nomination for a seat on the U.S. Supreme Court. Almost three-fourths of the Influentials say they consider the nomination "an ideological choice." Asked if they approve of the choice, 43 percent say "yes," 34 percent disapprove, and a surprising 23 percent are undecided. A more specific question on whether they agree with the U.S. Hispanic Chamber of Commerce board of directors' support of the Thomas nomination met with roughly the same response.

CAPT. HENRY HERRERA
Chief Far East/So. Asia
The Joint Staff
Washington, DC

One of Judge Thomas's Hispanic supporters is Eduardo Aguirre Jr., who was recently appointed to the National Commission for Employment Policy by President Bush. Mr. Aguirre

SALLY HERNANDEZ-PINERO
Dpty Mayor Fin./Ec. Dev.
City of New York
New York, NY

ROBERT RUIZ
Chair
Illinois University System
Chicago, IL



HANK ADORNO
Managing Partner
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Miami, FL

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President
Nat. Council of La Raza
Washington, DC

100 influentials

WILL HISPANICS RECEIVE PROPORTIONATE REPRESENTATION IN THIS DECADE WITH AFFIRMATIVE ACTION, GOALS, TIMETABLES?

"No. We barely have nominal representation, even with goals."

—FRANK RIVERA SR., ADVANCED DATA CONCEPTS

GLORIA ESTEFAN
Pop Singer
Miami, FL

predicts that "Judge Clarence Thomas will prove to be an outstanding Supreme Court justice. As much as I would have liked to see a Hispanic nominee, President Bush has chosen someone who overcame discrimination, achieving success through dedication, education, and hard work. Who can argue with that?"

Actually, quite a few people do argue with that. Frank Rivera Sr., the CEO of Advanced Data Concepts Inc. in Portland, says of Justice Thomas that, "Like [Judge Robert] Bork, Thomas panders principles in pursuit of ambition." The proposed replacement of one African American—Justice Thurgood Marshall—with another might or might not imply that there is a "black seat" on the Supreme Court. But it's clear that there is no Hispanic seat. Should there be? An overwhelming 94 percent of the Influentials say they believe there should be a Hispanic justice on the Supreme Court.

HECTOR RUIZ
Senior Vice President
Motorola Semiconductor
Phoenix, AZ

"President Bush should have nominated a Hispanic" this time, Mr. Rivera believes. "Mr. Bush has shown no sensitivity toward Hispanics." Hank Adorno, managing partner in the major Miami law firm of Adorno & Zeder, agrees. "When you have a population of 22 million Hispanics," Mr. Adorno points out, "having a representative of that large a group on the Supreme Court is absolutely essential."

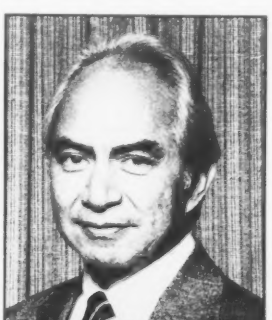
MIKE S. GONZALES
Decathlon Champion
1992 Olympic Hopeful
Newport Beach, CA

Two of the people who believe there should *not* be a Hispanic on the Supreme Court take that stand for quite different reasons. Hector Ruiz, a senior vice president for Motorola Inc. in Phoenix questions why a Hispanic should be selected. "Above anything else," he says, "I want the nine justices of the Court to be the best." Taking a more resigned position is Jose Angel Gutierrez,

VICTORIA CORDERI
Co-Anchor
"CBS This Morning"
New York, NY

PETER GIBERT
President
The Harper Group
San Francisco, CA

RITA ESQUIVEL
Dir., Bilingual Education
U.S. Dept. of Education
Washington, DC



ARTURO MADRID
Pres., Tomas Rivera Cntr
Claremont Graduate School
Claremont CA

100 Influentials

DO YOU UNDERSTAND MINORITY HIRING GOALS AS BEING "QUOTAS"?

"No. 'Quota' is being used as a code word to block improvements in hiring practices."

—Ana Sol Gutierrez, LORAL Corp.

HENRY B. GONZALEZ
Chair, Banking Committee
Member of Congress (D-TX)
Washington, DC

executive director of the Greater Texas Legal Foundation in Dallas. His strongly stated view is that "Hispanics appointed under Bush would be clones of Clarence Thomas—or worse."

The questions on affirmative action and quotas stirred up the Influentials more than any we've ever asked. Most often, people are clearly angered by what they see as a loss of hard-won progress since the Civil Rights Act of 1964. Less than one quarter of the Influentials believe that Hispanics will receive proportionate representation in the 1990s without affirmative action programs, minority hiring goals, and timetables—all of which have come under very heavy fire during the Bush Administration.

TOM VELEZ
President and CEO
CTA Inc.
Rockville, MD

Not surprisingly then, 69 percent favor such approaches designed to create "a leveled playing field," in the words of Cris Campos, vice president of operations for Union Carbide Industrial Gases Inc. in Tonawanda, New York. Even *with* goals, adds Mr. Rivera of Advanced Data Concepts, "we barely receive nominal representation." He definitely favors goals and timetables, "but only if Hispanics, and not just blacks, benefit" from them.

CRISTINA SARALEGUI
TV Host, Journalist
"The Cristina Show"
Miami, FL

And Ms. Gutierrez, the new member of the Montgomery, Maryland Board of Education, exclaims, "We need to strengthen affirmative action, not weaken it!"

Another Influential favoring goals and timetables is Ana Maria Fernandez Haar, president of Miami's IAC Advertising Group Inc. "Past discrimination, bigotry, and prejudice are not myths," she begins with grim conviction. "They are a reality being reflected in extremely low levels of participation and representation in the House of Representatives, in the Senate, at

FRANK E. RIVERA SR.
Chief Executive Officer
Advanced Data Concepts
Portland, OR

ILEANA ROS-LEHTINEN
Member For. Affairs Comm.
Member of Congress (R-FL)
Washington, DC

EDWARD R. ROYBAL
Chair, Committee on Aging
Member of Congress (D-CA)
Washington, DC

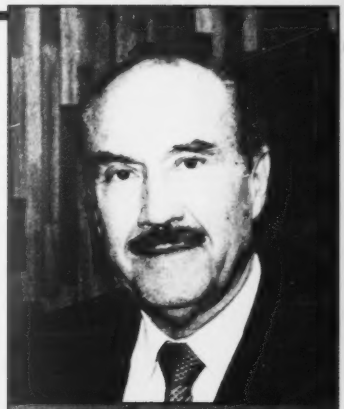
RICHARD RIVERA
President and CEO
TGI Friday's Inc.
Dallas, TX

100 influentials

DO YOU FAVOR AFFIRMATIVE ACTION AND GOALS?

"No. [Instead] Our emphasis on education must be radically reevaluated."

—Hector Ruiz, Motorola Semiconductor



Juan Grau
President and CEO
Bacardi Imports Inc.
Miami, FL

the highest levels of the American corporate structure, and in access to credit, housing, and educational opportunities. But with or without affirmative action and minority hiring goals," she continues, "Hispanics in this country have reached critical mass and will receive increasing representation in the coming decade with or without goals."

Maria Conchita Alonso
Singer, Actress
Los Angeles, CA

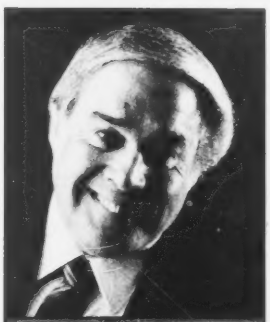
On the other side of this particular fence is Motorola's Mr. Ruiz. An opponent of goals and timetables, he says seriously, "We as Hispanics must assume *much more* of the responsibility for our future than simply relying on goals/quotas or any other government program. Our family values and our emphasis on education must be promptly and radically reevaluated if we are to effectively benefit from any catalytic program."

Most of the Influentials say that unlike President Bush they do not see goals as the equivalent of quotas. The margin on that issue is 78 percent to 22 percent. Ms. Gutierrez takes the strongest stand on the goals versus quotas question, commenting that she believes "'quota' is being used as a code word to block improvements in hiring practices."

Julio A. Martinez, M.D.
Prof. of Neuropathology
University of Pittsburgh
Pittsburgh, PA

The HNBA's Ms. Atencio does see goals as possibly being quotas, but "quotas absent the enforcement." Depending on the level of the organization's own decision and commitment, she points out, "they can be implemented as quotas."

Moving to the battlefield on which political issues are settled, we asked the Influentials how they intend to vote in the 1992 presidential election. At least among this select group, George Bush doesn't have the election all sewn up. Only 38 percent say



Arturo Torres
President and CEO
Pizza Management Inc.
San Antonio, TX

Jorge del Pinal
Chief, Eth. & Hisp. Stat.
U.S. Census Bureau
Washington, DC

Ana Sol Gutierrez
Senior Engineer
LORAL Corp. for NASA
Greenbelt, MD

Bob Martinez
Director
Ofc. Nat. Drug Cont. Pol.
Washington, DC

100 influentials

DID YOU APPROVE OF THE CLARENCE THOMAS SUPREME COURT NOMINATION?

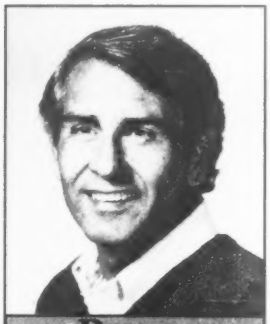
"He overcame discrimination, achieving success through dedication, education, and hard work. Who can argue with that?"

—Eduardo Aguirre Jr., Commission for Employment Policy

Antonia Novello, M.D.
U.S. Surgeon General
Washington, DC

they have decided to vote for him, 37 percent are definitely opposed, and a big 25 percent are still undecided.

One of the strongest votes of confidence for the President comes from Gabriel Aguirre, who chairs the U.S. Hispanic Chamber of Commerce. "I intend to vote for George Bush," Mr. Aguirre declares, "because he has been responsive not only to the needs of the business world, but also to issues of concern to minorities."



Ron Arias
Senior Writer
People magazine
New York, NY

How do the Influentials feel about a Bush ticket with a Hispanic running mate? Some, like Elaine Coronado, president of the Hispanic Alliance for Free Trade Inc. in Washington, say they'll vote for President Bush "regardless of the ethnicity of his running mate." But many others—an additional 15 percent—say they'd vote for President Bush if he chose a Hispanic running mate. Miguel Mendez, a Stanford law professor, says that while he does not intend to vote for Mr. Bush, it "depends on his running mate. If he selects someone like Esteban Torres or Gloria Molina, that would represent the kind of change that might cause me to support him." "It would depend on the quality of the Hispanic," Mr. Rivera agrees.

Miguel Angel Corzo
Director
Getty Conservation Institute
Los Angeles, CA

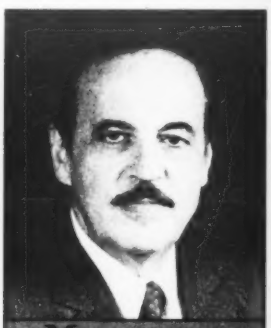
On the other hand, Peggy Ventura, a Denver attorney and member of the Colorado Reapportionment Commission, says that although she is undecided on whether or not to vote for Mr. Bush in 1992, his choice of a Hispanic running mate "would not be the deciding factor."

If not Bush, then who? There's the rub. We asked the Influentials whom they prefer from a wide range of front-running Democrats. Only New York Governor Mario Cuomo elicits much

Ana M. Fernandez Haap
President, Founder
IAC Advertising Group
Miami, FL

Esteban Torres
Deputy Whip
Member of Congress (D-CA)
Washington, DC

Raul Julia
Stage and Screen Actor
New York, NY



Mario F. Aguero
Commissioner
Copyright Royalty Trib.
Washington, DC

100 influentials

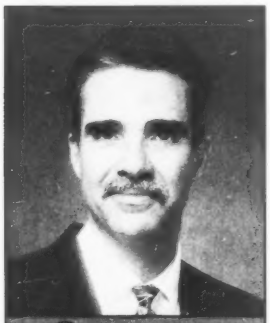
DID YOU APPROVE OF THE CLARENCE THOMAS SUPREME COURT NOMINATION?

"Thomas's ideology would move the equal opportunity clock back more than 25 years."

—Ana Sol Gutierrez, LORAL Corp.

enthusiasm. And at that only 12 of the responding Influentials say they would like the opportunity to vote for him.

Mr. Campos may be speaking for many of the uncommitted voters when he comments that all the Democratic candidates "lack a credible program and agenda." Motorola's Mr. Ruiz has even stronger words about the situation: "The Democratic Party has failed miserably at addressing the needs and rights of minorities in general."



We asked the Influentials one question that explicitly combines politics and civil rights: "Do you believe race and civil rights will become issues during President Bush's reelection campaign?" Most agree—by a margin of 59 percent to 17 percent, with 24 percent unsure. Ms. Atencio makes a point of adding that she feels the Democratic Party and its candidates should also make race and civil rights key issues in the campaign.

Another question was about the Congressional Hispanic Caucus, which includes all but one of the nine voting and three nonvoting Hispanic members of Congress. Maverick Representative Henry B. Gonzalez of Texas, who chairs the important House Banking Committee, has elected not to join. The Caucus includes both Democratic and Republican members, but more important, the group appears unable to work as a coalition.

We asked the Influentials if they would like the Caucus to pursue a common legislative agenda for the benefit of all Hispanics. That was an easy one: 98 percent say "yes." But this apparent near unanimity hides quite different views on the possibility of change. The Hispanic Alliance's Ms. Coronado, for ex-

100 influentials

SHOULD THERE BE A HISPANIC JUSTICE ON THE SUPREME COURT?

"No. A Hispanic appointed under Bush would be a clone of Clarence Thomas or worse."

—Jose Angel Gutierrez, Greater Texas Legal Fund

SOLOMON P. ORTIZ
Chair, Hisp. Cong. Caucus
Member of Congress (D-TX)
Washington, DC

ample, believes the Caucus has the potential to be a powerful force in benefiting Hispanics, and regrets that "unfortunately partisan politics always seems to prevail." Hector Ruiz comments that we don't need new laws, just enforcement of old ones.

Margarita Roque, executive director of the Caucus, offers an insider's perspective in defense of its lack of cohesion. "The Congressional Hispanic Caucus," she reasons, "is truly representative of the diversity found among Hispanics. To advocate that there be one common agenda that would serve all Hispanics is to be out of step with reality."

ALBERT BAEZ
Physicist
Inventor X-ray Tele/Microscope
Greenbrae, CA

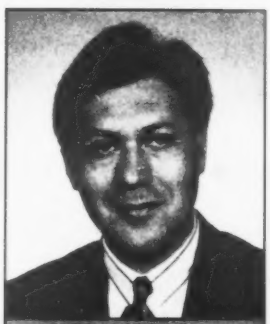
The Influentials are almost unanimous in supporting trade with Mexico too—again 98 percent are in favor. Speaking for the majority, the Employment Policy Commission's Mr. Aguirre declares that the Free Trade Agreement "will make Mexico a healthier neighbor and strengthen the hemisphere—to our benefit."

A more divisive political question is that of whether tax money should be used to support private schools, as President Bush has proposed. On that one, 37 percent say yes and 63 percent are opposed.

Ms. Gutierrez of the Montgomery County Maryland School Board offers an adamant inside view on this issue. "By reducing the extremely limited funds allocated to education in the public schools," she stresses, "the Bush Administration is endorsing the unjust and undemocratic concept of education for the elite few."

MICHELLE KEARNEY
Sr. VP, Int. TV
Carolco Films, Int.
New York, NY

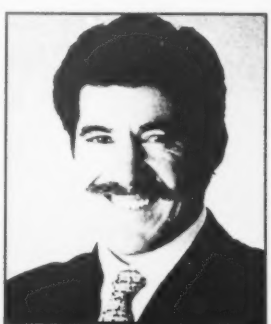
Coming out with a qualified "yes" on this issue is Raul Yzaguirre, chief executive of the National Council of La Raza in Washington. Mr. Yzaguirre would support tax funding for pri-



DAVID PENA
Partner
Adorno and Zeder
Miami, FL

BILL RICHARDSON
At Large Whip
Member of Congress (D-NM)
Washington, DC

GUSTAVO DE LA VINA
Chief Agent
U.S. Border Patrol
San Diego, CA



GERALDO RIVERA
TV Host/Journalist
"Geraldo" show
New York, NY

COVER STORY

100 influentials

SHOULD THERE BE A HISPANIC JUSTICE ON THE SUPREME COURT?

"When you have a population of 22 million... it's absolutely essential."

—Hank Adorno, Adorno & Zeder

vate schools, but only if it's done "under certain very carefully defined circumstances."

So that's what influential Hispanics are thinking as we move into an election year potentially offering many surprises. We've named and pictured each one of the 100 Influentials for 1991. But what kind of mix are they this year demographically?

LINDA RONSTADT
Singer, Songwriter
San Francisco, CA

Just under half—49 percent—are Republican and 35 percent are Democrat. Those born in the United States outnumber the foreign born 61 percent to 39 percent. Their cultural background, reflecting the national origin of the overall Hispanic community, is predominantly Mexican, 45 percent, followed by Cuban, 23 percent, and Puerto Rican, 12.

The Influentials are more than accomplished and recognized. They're also extremely well educated and well rewarded financially. About 96 percent of the respondents have at least some college, and 68 percent have done postgraduate work. An incredible 76 percent made $100,000 or more last year, and another 18 percent made between $50,000 and $99,000. The majority live either in the Southwest or Northeast, and very few speak only Spanish at home or work.

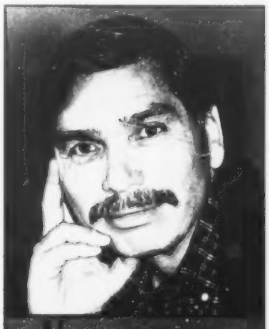
DANIEL J. HERNANDEZ
Brigadier General
U.S. National Guard
Los Alamitos, CA

There is no question that these 100 people are fitting role models, inspirations for more than 22 million other U.S. Hispanics. Certainly no group has ever been more illustrious.

But we're already thinking about next year's listing, and for that we earnestly solicit your nominations. Readers can vote with a fax to (805) 687-4546 or letter, care of 1992 Influential Nominations, Hispanic Business, 360 South Hope Avenue, Santa Barbara, CA 93105.

AUGUST URIBE
Dir. Lat. Am. Art
Sotheby's
New York, NY

ELAINE CORONADO
President, Founder
Hispanics for Free Trade
Washington, DC



VICTOR VILLASENOR
Film Writer, Author
"Ballad of Gregorio Cortez"
Oceanside, CA

DAVID SANCHEZ
Asst. Dir. Math/Physics
Nat. Science Foundation
Washington, DC

100 influentials

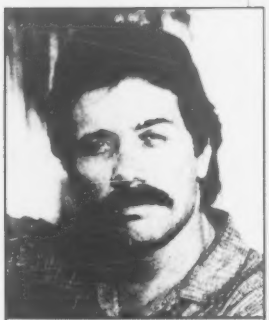
VIEWS... ON THE TOP ISSUES OF 1991*

	YES	NO
AFFIRMATIVE ACTION & QUOTAS		
Affirmative action and minority hiring goals and timetables have come under heavy fire during the Bush Administration. Do you believe Hispanics will receive proportionate representation in this decade without them?	24%	76%
Do you favor them?	69%	31%
Do you understand goals as being quotas?	22%	78%
Do you consider the President's recent nominee for the Supreme Court an "ideological" choice?	74%	26%
Do you approve of the nomination?	43%	34%
	23% Undecided	
Should there be a Hispanic Justice on the Supreme Court?	94%	6%
1992 ELECTIONS		
Do you intend to vote for George Bush?	38%	37%
	25% Undecided	
Would you if he had a Hispanic running mate?	53%	
Is there a Democratic hopeful you'd vote for?	19%	
Do you believe race and civil rights will be issues during President Bush's reelection campaign?	59%	17%
	24% Unsure	
POLITICAL ISSUES		
Should the Congressional Hispanic Caucus pursue common legislation to benefit all Hispanics?	98%	2%
Do you believe tax money should support private schools, as the Bush educational reform bill proposes?	37%	63%

*Percent is of number of Influentials answering question.

ELLEN OCHOA
Astronaut Candidate
NASA
Houston, TX

ALBERT BUSTAMANTE
Armed Services Committee
Member of Congress (D-TX)
Washington, DC



EDWARD JAMES OLMOS
Actor/Producer
Los Angeles, CA

JORGE H. DIAZ
VP Engineering
B2 Div., Northrop Corp.
Pico Rivera, CA

MIGUEL MENDEZ
Professor of Law
Stanford Law School
Stanford, CA

"JELLYBEAN" BENITEZ
Record Producer
Jellybean Productions Inc.
New York, NY

ERNEST CAMACHO
Chair
LA County Trans. Board
Pasadena, CA

100 influentials

Demographic Profile Total Group*

Place of Birth: ..... 61% U.S. ..... 39% Abroad

Age: ..... 6% Under 30 ..... 8% 30-39
44% 40-49 ... 42% 50 and over

Gender: ..... 77% Male ..... 23% Female

Political Affiliation: ..... 35% Democrat
49% Republican
16% Other

Heritage: ..... 45% Mexican / 11% Spanish
23% Cuban / 6% South Am.
12% Puerto Rican / 3% Central Am.

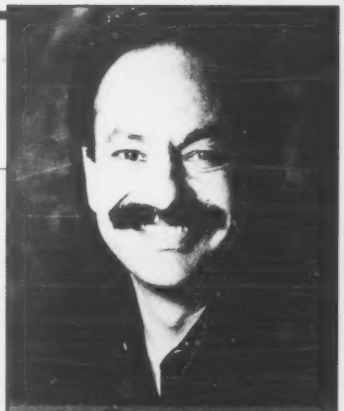
Education: ..... 4% High school
7% Some college
21% College grad.
14% Some postgrad.
54% Postgrad. degree

Household Income: ..... 4% Under $30,000
2% $30,000-$49,000
18% $50,000-$99,000
76% Over $100,000

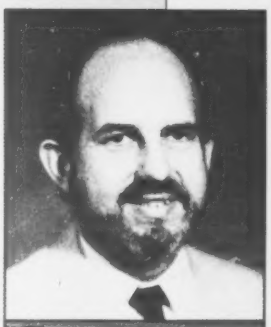
Language Preference:	At Home	Business
	26% English	48% English
	66% Bilingual	50% Bilingual
	8% Spanish	2% Spanish

Geographic Region: ..... 1% Northwest
32% Northeast
53% Southwest
9% Southeast
5% Midwest

*Percent is of number of Influentials answering question.

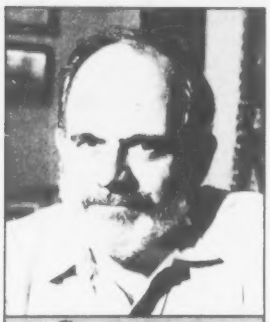


"Cheech" Marin
Actor/Director/Producer
One Bean Productions
Los Angeles, CA



Ernesto J. Rodriguez
VP Network Operations
AT&T Network Systems
Middletown, NY

Peggy M. Ventura
Attorney, Member
Colo. Reapportionment Com.
Denver, CO



Lloyd Rogler
Professor, Humanities
Fordham University
New York, NY

Raul Alarcon Jr.
President
Spar. Broadcasting System
New York, NY

Pablo Valenzuela
Sr. VP, Research
Chiron Corp. (Biotech)
Emeryville, CA

Frank J. Quevedo
Chair
MALDEF
Fullerton, CA

100 influentials

Demographic Profile Mexican Americans*

Place of Birth: 85% U.S. / 15% Abroad

Age: 9% Under 30 / 9% 30-39 / 36% 40-49 / 45% 50 and over

Gender: 73% Male / 27% Female

Political Affiliation: 57% Democrat / 32% Republican / 11% Other

Education: 0% High school / 11% Some college / 14% College grad. / 21% Some postgrad / 54% Postgrad. degree

Household Income: 7% Under $30,000 / 4% $30,000-$49,000 / 21% $50,000-$99,000 / 68% Over $100,000

Language Preference:	At Home	Business
	27% English	48% English
	69% Bilingual	48% Bilingual
	4% Spanish	4% Spanish

Geographic Region: 2% Northwest / 18% Northeast / 76% Southwest / 2% Southeast / 2% Midwest

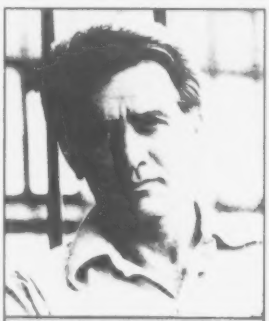
*Percent is of number of Influentials answering question.

Humberto Luna
Radio Personality
KTNQ/KLVE
Los Angeles, CA

Debora de Hoyos
Managing Partner
Mayer, Brown & Platt
Chicago, IL

J. Emilio Carrillo, M.D.
Board President
NYC Health & Hosp. Corp.
New York, NY

Miguel R. San Juan
VP World Trade Div.
Grtr. Houston Partnership
Houston, TX



Martin Sheen
Actor/Director
Hollywood, CA

Agustin de Goytisolo
Chair
Cuban American National Council / Miami, FL

Crisanto E. Campos
VP Ops & Engineering
Union Carbide Ind. Gases
Tonawanda, NY

100 influentials

DEMOGRAPHIC PROFILE CUBAN AMERICANS*

Place of Birth: ..... 13% U.S. ..... 87% Abroad

Age: ..... 6% Under 30 ..... 6% 30-39
50% 40-49 ...38% 50 and over

Gender: ..... 74% Male ..... 26% Female

Political Affiliation: ..... 6% Democrat
81% Republican
13% Other

Education: ..... 6% High school
6% Some college
25% College grad.
7% Some postgrad.
56% Postgrad. degree

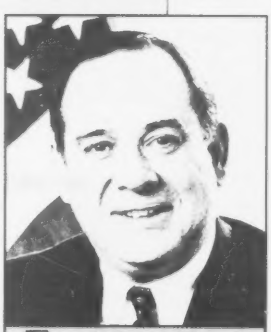
Household Income: ..... 0% Under $30,000
0% $30,000-$49,000
13% $50,000-$99,000
87% Over $100,000

Language Preference:	At Home	Business
	12% English	25% English
	69% Bilingual	75% Bilingual
	19% Spanish	0% Spanish

GeographicRegion: ..... 0% Northwest
35% Northeast
30% Southwest
35% Southeast
0% Midwest

*Percent is of number of Influentials answering question.

JOSE ANGEL GUTIERREZ
Executive Director
Greater Texas Legal Found.
Dallas, TX



EDUARDO AGUIRRE JR.
Commissioner
Com. for Employment Policy
Houston, TX

CHARLIE SHEEN
Film and TV Actor
Hollywood, CA

MARIA ELENA DURAZO
President
Hotel/Rest. Empl. Union
Los Angeles, CA

RICARDO ASCH, M.D.
Director
Reproductive Health Center
U.C. Irvine / Irvine, CA

RAFAEL AGUAYO
Author, Consultant
Deming Mgmt. Methods
New York, NY

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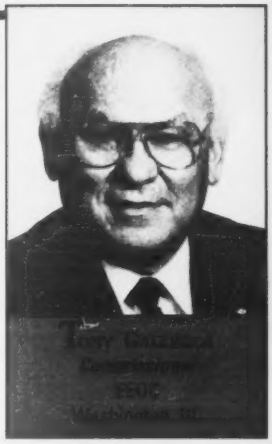
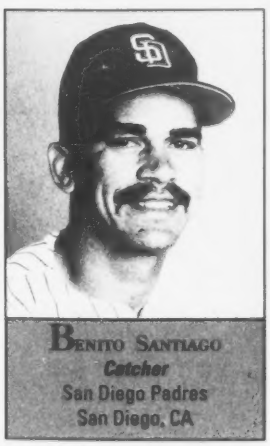
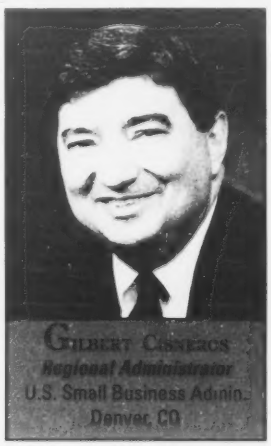




BENITO SANTIAGO
Catcher
San Diego Padres
San Diego, CA



GILBERT CISNEROS
Regional Administrator
U.S. Small Business Admin.
Denver, CO